

## Business Innovation for Sustainable Scale-Up (BISS)

### Summary Report:

## Rio+20 Parallel Event Business Innovation for Sustainable Scale Up

21 June, 2012, Rio de Janeiro, Brazil

Version: 20 September 2012

### Collaborating Centre on Sustainable Consumption and Production (CSCP)

Hagenauer Straße 30  
42107 Wuppertal | Germany  
Phone | +49.202.45 95 8.10  
Fax | +49.202.45 95 8.31  
[www.scp-centre.org](http://www.scp-centre.org)

**Contact:** Dick van Beers, BISS Project Manager, [dick.vanbeers@scp-centre.org](mailto:dick.vanbeers@scp-centre.org)

#### *Project execution:*



#### *Project sponsor:*



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## TABLE OF CONTENTS

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Overview	3
Objectives	3
Program	3
Welcome and Opening	3
Introduction Presentation	4
Impulses from Experts	4
Group Discussion	5
Launch of the Global Network	6
Closing	7
Join the Global Network	8
Acknowledgements	9
Disclaimer	9

### APPENDICES:

Appendix A: Event Presentation ‘Scaling Up Entrepreneurship for Sustainable Living’

Appendix B: Event Presentation ‘Launch of the Global Network’

Appendix C: Event Infographics (Enlarged Version)

## Overview

Responding to the opportunities offered by the increasing uptake of sustainable business models, the German Federal Ministry for Economic Cooperation and Development (BMZ) and the Collaborating Centre on Sustainable Consumption and Production (CSCP) organized the Rio+20 parallel event on “Business Innovation for Sustainable Scale-up” (BISS).

The first networking event of the BISS project was held on 21 June, 2012 at the German Government Pavillion, Athletes’ Park, Rio de Janeiro, Brazil. This two hour workshop brought together about 50 participants from businesses, governments, CSOs, academia, and entrepreneurs from a wide range of countries, including Brazil, Denmark, Pakistan, Paraguay, Greece, Germany, Sweden, UK, USA, Montenegro, Spain.

The event was highly interactive and resulted in a number of concrete outputs, which will be used in the newly formed Global Network on Sustainable Innovation and Entrepreneurship and supporting BISS project.

The event was facilitated by Cheryl Hicks, Team Leader at the Collaborating Centre on Sustainable Consumption and Production (CSCP).

## Objectives

The three key objectives of the event were:

- Produce tangible insights into the success factors and challenges for scaling up entrepreneurship for sustainable living;
- Stimulate dialogue and establish global connections;
- Launch of Global Network on Sustainable Innovation and Entrepreneurship.

## Program

Time	Event Component
5:00 – 5:10 pm	<b>Welcome and Opening</b> BMZ, Mr. Hans-Jürgen Beerfeltz, State Secretary
5:10 – 5:20 pm	<b>Scaling Up Entrepreneurship for Sustainable Living</b> CSCP, Mr. Michael Kuhndt, Head of Centre
5:20 – 6:20 pm	<b>The Scaling Up Arena: Innovation and Entrepreneurship for Sustainable Living</b> <ul style="list-style-type: none"> <li>• Impulses from five entrepreneurs / experts</li> <li>• Group discussion</li> </ul>
6:20 – 6:35 pm	<b>Launch of the Global Network on Sustainable Innovation and Entrepreneurship</b>
6:35 – 6:45 pm	<b>Closing</b>
6.45 – 7.15 pm	<b>Cocktail event and informal networking</b>

## Welcome and Opening

Mr. Hans-Jürgen Beerfeltz (State Secretary, BMZ) opened the event. In his speech, Mr Beerfeltz outlined BMZ’s current work on inclusive business models, and he stressed the important role of businesses to create better living conditions through innovative business approaches.

## Introduction Presentation

Michael Kuhndt (Head of the CSCP) delivered an introduction presentation on scaling up entrepreneurship for sustainable living and BISS project sponsored by the BMZ. The full presentation is included in Appendix A.

## Impulses from Experts

Five experts each gave a five minute impulse to set the scene and inspire the event group discussions:

- Mr. Valdemar de Oliveira Neto (Avina Foundation): The Avina Foundation promotes sustainable development initiatives by encouraging productive alliances between civil society and business leaders and by fostering convergence around action agendas for social change. Mr. Valdemar's impulse addressed key challenges to collaboration between actors, innovation to market business models, adoption and consumer group related risks.
- Ms. Lala Deheinzelin (Crie Futuros): The IberoAmerican Create Futures Movement develops methodologies and digital platforms to facilitate the creation of desirable futures. One of these is [www.criefuturos.com](http://www.criefuturos.com), a multimedia encyclopedia of desirable futures. The impulse discussed the four pillars of an "economy for the future", including intangibles (intangible assets, knowledge, cultural diversity, experience), new technologies (cognitive surplus, virtual worlds), collaborative models for a network society (new entrepreneurial models), and multidimensional 4D wealth (financial, environmental, social and cultural assets).
- Mr. Jawed Ali Khan (Ministry of Climate Change Pakistan): The Bio Valley Organic Farming Concept applies knowledge, information, research and technology for economic growth through sustainable use of natural resources and promotion of ecosystem services. The concept is being planned in a semi-rural area east of Islamabad. The concept contributes to sustainable living by phasing out dependence on synthetic chemicals, reducing agricultural pollution and formation of resilient farming system, and provision of a sustainable supply chain of organic food, industrial products, herbal medicine, cosmetics and their raw materials. The development and scaling up of the Bio Valley can be achieved through a collaborative stakeholder approach, local capacity building, marketing of the organic products to local and international markets, and the establishment of sub-centers in potential ecological regions.
- Ms. Sue Riddlestone (BioRegional): BioRegional is an award-winning social enterprise which delivers practical sustainability solutions through partnerships around the world. The impulse discussed One Planet Living and 10 principles for sustainable living. As a practical and illustrative case study, Beddington Zero Energy Development (BedZED) was presented as an innovative, environmentally friendly and low-energy-emission housing development in Hackbridge, London, England.
- Ms. Lais Bodanzky (Cine Tela Brasil): Only 8% of the cities in Brazil have a cinema. Cine Tela is the country's first roaming movie theatres, and first Brazilian organisation for audio-visual arts education. It is bringing free movies to the population with no access to conventional theatres. The organisation's inspiration is to bring movies and theatre to the population with no access to conventional theatres, and use movies to empower and educate people in remote and rural communities. So far, Cine Tela has brought cinema to 1.000.000 people in Brazil, delivered 81 workshops to 1863 students, and produced 243 short films.

## Group Discussion

The even participants were split up into groups of 6-8 people to discuss three key questions:

1. Which entrepreneurs do you know who successfully scaled up a sustainable business?
2. Why do you think they succeeded?
3. What challenges did they face?

The results of the discussion (written on sticky notes) were placed on a world map, and one person from each group was asked to share its most exciting example of a sustainable business, including success factors for up-scaling and challenges faced.

The results from the group discussions are presented in the table below. The results from the event will be used in the newly formed Global Network on Sustainable Innovation and Entrepreneurship and the Business Innovation for Sustainable Scale-up (BISS) project.

Question	Discussion Results
1. Examples of successful sustainable businesses	<ul style="list-style-type: none"> <li>• ABIS (Brazil): Brazilian Agency of Innovation and Sustainability</li> <li>• Eyal Biger (Israel): Offset GHG emissions with solar panels</li> <li>• Janine Benyus (USA): Biomimicry movement designed and inspired by nature</li> <li>• Recycling businesses in general</li> <li>• Share Your Ride (e.g. Australia, Germany, Mexico, Netherlands, New Zealand, UK, USA)</li> <li>• Sharing use of cars and bikes in cities (public goods and entrepreneurship case studies)</li> </ul>
2. Success factors and opportunities for scaling up entrepreneurship for sustainable living	<p><b>Information:</b></p> <ul style="list-style-type: none"> <li>• Connect with media, and promotion to support and build the innovation</li> <li>• Establish easy, regular communication, sharing and facilitate learnings</li> <li>• Share ideas and experiences</li> <li>• Share research findings to encourage innovations</li> <li>• Promote sustainable business solutions</li> </ul> <p><b>Behavior change:</b></p> <ul style="list-style-type: none"> <li>• Create agents of change in the community</li> <li>• Need to think about your neighbor and the planet in humbleness</li> <li>• Provide clear positions of business logics and success</li> <li>• Consume less, produce more value</li> </ul> <p><b>Partnerships:</b></p> <ul style="list-style-type: none"> <li>• Create connections between small-scale experiments</li> <li>• Enhance multi-stakeholder dialogues</li> <li>• Enhance co-creation as a form of leadership</li> <li>• Link innovative ideas of scientists with business development and entrepreneurship</li> </ul> <p><b>Finance:</b></p> <ul style="list-style-type: none"> <li>• Engage with financial institutions from start of innovations process</li> <li>• Identify and enhance investment opportunities</li> </ul> <p><b>Support systems:</b></p> <ul style="list-style-type: none"> <li>• Create mentorship for new entrepreneurs by established businesses</li> <li>• Empower locals in innovations and entrepreneurship</li> <li>• Provide support (technical and non-technical) to members of Global Network</li> <li>• Enhance new influencing business models from non-traditional origins</li> <li>• Make business models accessible to poor and marginalized</li> <li>• Job creation through innovative business models</li> </ul> <p><b>Technology and infrastructure:</b></p> <ul style="list-style-type: none"> <li>• Build upon opportunities offered by bio-architecture</li> </ul>

Question	Discussion Results
3. Challenges for scaling up entrepreneurship for sustainable living	<p><b>Information:</b></p> <ul style="list-style-type: none"> <li>• Density and access to information</li> </ul> <p><b>Behavior change:</b></p> <ul style="list-style-type: none"> <li>• Low consumer awareness of environmental issues</li> <li>• Pride and egoism of people</li> </ul> <p><b>Finance:</b></p> <ul style="list-style-type: none"> <li>• Higher consumer price of sustainable/ green products</li> <li>• Initial investments which entrepreneurs need to make</li> </ul> <p><b>Support systems:</b></p> <ul style="list-style-type: none"> <li>• Lack of sustainable product labels</li> </ul> <p><b>Technology and infrastructure:</b></p> <ul style="list-style-type: none"> <li>• Limits of existing infrastructure</li> </ul>

## Launch of the Global Network

The formal launch of the Global Network on Sustainable Innovation and Entrepreneurship, an initiative supported by the BMZ, took place at this Rio+20 parallel event.

Michael Kuhndt outlined that the newly formed network aims to become a hub for scaling up innovation and sustainable entrepreneurship for sustainable living. Specific objectives of the Global Network include:

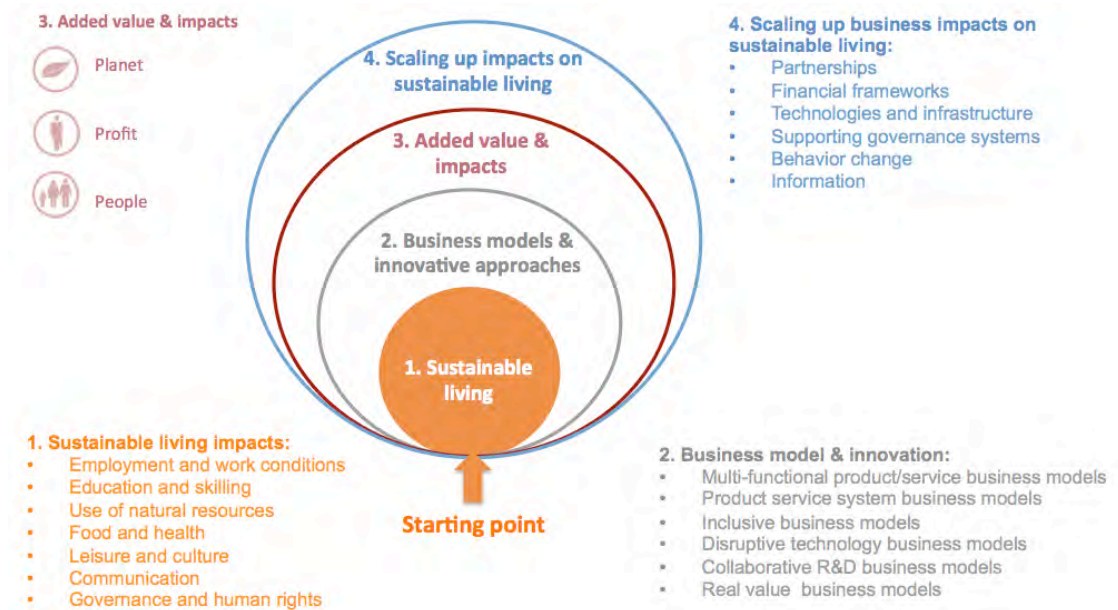
- Strengthen existing networks and induce further partnership opportunities to leverage scaling up;
- Host discussions and share learnings between businesses, entrepreneurs, government, CSOs and R&D organisations;
- Promote success factors for scaling up impacts on sustainable living from business innovations and sustainable entrepreneurship;
- Link knowledge and practices on innovation, entrepreneurship, and sustainable living and the strategies and tools used for implementation and scaling up.

Key activities for the coming year include workstudios (multi-stakeholder meetings including key note speeches, visioning sessions, match-making activities), webinars (outlining perspectives from business, policy makers, and CSOs), and an interactive online platform ([www.scaling-up.net](http://www.scaling-up.net), online in September 2012).

Michael Kuhndt explained that the network is at the start of its journey. CSCP (as the hosting organisation) welcomes suggestions for the Global Network from key stakeholders (private sector, public sector, and consumers). The full presentation on the network launch is provided in Appendix B.



**Figure Focus Areas of the Global Network**



## Closing

Cheryl Hicks closed the event. She thanked all speakers and participants for their contributions, and BMZ for the sponsoring of the event.

An infographic was produced during the event to capture and visualise the key outcomes of the discussions and presentations (figure below). An enlarged version of the graphic recordings is presented in Appendix C.

**Figure Infographic Produced During the Event**



## Join the Global Network

Are you interested to join the Global Network on Sustainable Innovation and Entrepreneurship or want further information, please visit [www.scaling-up.net](http://www.scaling-up.net) or email Dick van Beers (BISS project manager, [dick.vanbeers@scp-centre.org](mailto:dick.vanbeers@scp-centre.org)).

We look forward to networking with you!

	Target Groups	Benefits	Contributions
<b>Other networks and platforms:</b>	<ul style="list-style-type: none"> <li>Existing networks linked to innovation, entrepreneurship, and sustainable living</li> <li>Business associations</li> <li>Consumer organisations and associations</li> </ul>	<ul style="list-style-type: none"> <li>Connect with other networks globally</li> <li>Create synergies between networks (e.g. activities, resources, events, partners)</li> <li>Share and learn from global experiences</li> </ul>	<ul style="list-style-type: none"> <li>Share your experiences</li> <li>Be open to collaborations</li> <li>Provide input into networking events and other initiatives</li> </ul>
<b>Network users:</b>	<ul style="list-style-type: none"> <li>SMEs and entrepreneurs</li> <li>Government policy makers</li> <li>Large and multi-national corporations</li> <li>Financial institutions</li> </ul>	<ul style="list-style-type: none"> <li>Discuss your innovative ideas and find partners, donors, and support organisations</li> <li>Learn from global experiences</li> <li>Get insights to innovative tools and approaches</li> </ul>	<ul style="list-style-type: none"> <li>Share your project and needs</li> <li>Be open to collaborations</li> <li>Provide input into networking events and other initiatives</li> </ul>
<b>Experts and support organizations:</b>	<ul style="list-style-type: none"> <li>Consultants</li> <li>Academia</li> <li>Civil society organisations</li> </ul>	<ul style="list-style-type: none"> <li>Present your innovative approaches and find partners, users, and donors</li> <li>Post your credentials for potential partners to find you</li> <li>Learn from other professionals</li> </ul>	<ul style="list-style-type: none"> <li>Provide support on a needs basis</li> <li>Provide feedback on queries made through the network</li> <li>Provide input into networking events and other initiatives</li> </ul>



## Acknowledgements

The event, the Business Innovation for Sustainable Scale-Up (BISS) project, and the Global Network on Sustainable Innovation and Entrepreneurship are kindly sponsored by The German Federal Ministry for Economic Cooperation and Development (BMZ).

Text: Dick van Beers (CSCP)

Review: Nadine Pratt (CSCP)

Graphic Recordings: Julia Frederico, Augusto Gutierrez and Thiago Marinchek

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## Disclaimer

The content and views expressed in this report are those of the CSCP and the participants of the workshop and do not necessarily reflect the position of the German Ministry for Economic Cooperation and Development (BMZ).

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## Appendix A: Event Presentation 'Scaling Up Entrepreneurship for Sustainable Living'



COLLABORATING CENTRE ON SUSTAINABLE  
CONSUMPTION AND PRODUCTION

## Scaling Up Entrepreneurship for Sustainable Living

Michael Kuhndt, Head of the Centre


Rio+20 Parallel Event  
Scaling Up Sustainable Entrepreneurship  
21 June 2012

### Consumption trends: Does better life require more than one planet?



Source: Happy Planet Index

### Individual lifestyle hot spots and behaviour Middle Class Consumer: Bernd, Germany



**Age: 34**  
**Self-employed**

**CONSUMPTION:**  
4 Planets

**FAMILY**

- Wife (Age 33)
- 2 children (Age 4 and 1)

**Food**

- Eats Meat every second day
- Buys regional and organic food when possible, but needs to be comfortable as well

**Housing**

- Middle-sized house in the countryside
- Heating production with wood

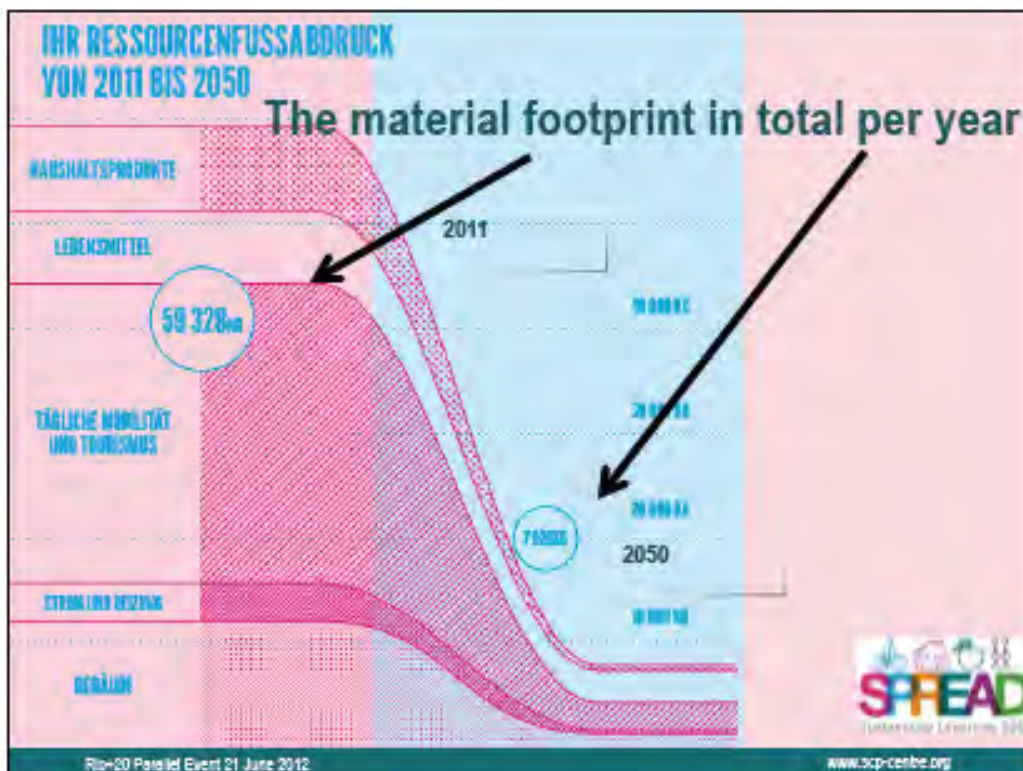
**Moving**

- One car (in addition to the one from his wife) as highly dependent for getting to work and child care, shopping, ... (no public transport or shopping facilities in walking distance)
- For holidays, likes to travel in Europe by car

**Living**

- Jogging, skiing in the winter and playing tennis in the summer
- Shopping once a week, brand aware

Rio+20 Parallel Event 21 June 2012 www.scp-centre.org



## One Planet Living: Sustainable level of 8 tonnes in 2050

### Material Footprint

- counted per each European
- 6–8t/person/year = 10t - public consumption
- that is ca. 20 kg per day
- Also called 'ecological backpack'  
– today we carry over 100 kg per day!

### Potential distribution

- 3,0 t nutrition
- 1,3 t for housing
- 0,3 t electric power consumption
- 0,5 t household goods
- 2,0 t mobility and tourism
- 0,4 t leisure time activities
- 0,5 t for other purposes

*But 8 tonnes could also be distributed differently according to a household's needs, wants, situation, location etc.*



Rio+20 Parallel Event 21 June 2012

[www.scp-centre.org](http://www.scp-centre.org)

## Mainstreaming the means of sustainable living



- Sustainable products
- Innovative services
- Future-capable infrastructure

Rio+20 Parallel Event 21 June 2012

[www.scp-centre.org](http://www.scp-centre.org)









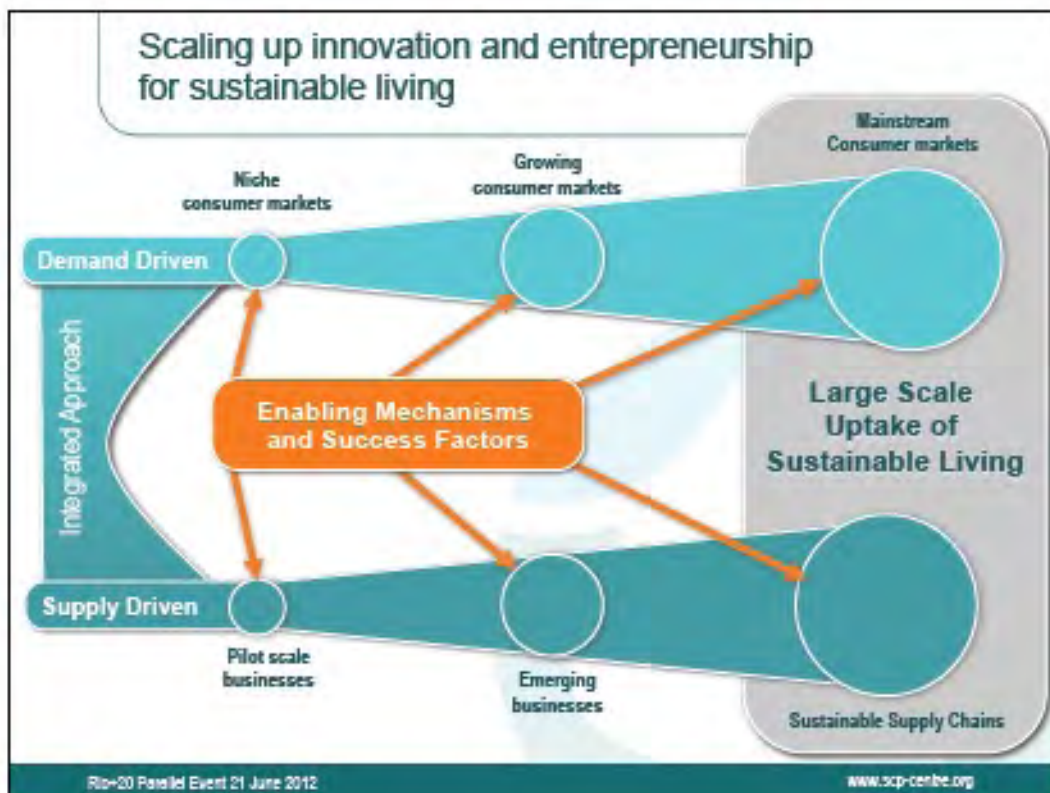


Iney Snoeck



Sidney Snoeck







COLLABORATING CENTRE ON SUSTAINABLE  
CONSUMPTION AND PRODUCTION

**Thank you for your attention**

Michael Kuhndt  
CSCP – Collaborating Centre on Sustainable Consumption and Production  
[www.scp-centre.org](http://www.scp-centre.org)  
[michael.kuhndt@scp-centre.org](mailto:michael.kuhndt@scp-centre.org)

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## Appendix B: Event Presentation 'Launch of the Global Network'




 Global Network on Sustainable Innovation and Entrepreneurship

## Launch of the Global Network on Sustainable Innovation and Entrepreneurship

Collaborating Centre on Sustainable Consumption and Production  
Michael Kuhndt, Head of the Centre

Rio+20 Parallel Event 11 June 2012 Business Innovation for Sustainable Scale-Up



## Focus areas of the Global Network

 Global Network on Sustainable Innovation and Entrepreneurship

Driving innovation to scale up successful business models for sustainable living

Sustainable Innovation & Business

Sustainable Infrastructures & Products

Sustainable Consumer Behaviour

More Sustainable Lifestyles

Supply Demand Groundswell

Rio+20 Parallel Event 11 June 2012 Business Innovation for Sustainable Scale-Up



## Why the Global Network? Expanding the role of business for sustainable living

Global Network on Sustainable Innovation and Entrepreneurship

**VISION Increase Relevance**

<b>SPHERE OF CONTROL</b>	<b>SPHERE OF INFLUENCE</b>	<b>SPHERE OF CONCERN</b>
PRODUCTION	CONSUMPTION	SOCIETY

**Securing Future Sustainable Competitive Advantage**

Rio+20 Parallel Event, 11 June 2012      Business Innovation for Sustainable Scale-Up

## Objectives of the Global Network

Global Network on Sustainable Innovation and Entrepreneurship

**7:1**

Host discussions and share learnings

Strengthen and linking existing networks

### HUB FOR SCALING UP

**Promote success factors for scaling up**

Link knowledge and practices

Rio+20 Parallel Event, 11 June 2012      Business Innovation for Sustainable Scale-Up

## What is in it for users?



Global Network on Sustainable Innovation and Entrepreneurship

**BENEFITS**



**CONTRIBUTIONS**

- Discuss your innovative ideas and find partners, donors, and support organisations
- Learn from global experiences
- Get insights to innovative tools and approaches

- Share your project and needs
- Be open to collaborations
- Provide input into networking events and other initiatives

What kind of users?

- SMEs and entrepreneurs
- Government policy makers
- Large and multi-national corporations

BISS Global Event (11 June 2012)
Business Innovation for Sustainable Scale-Up

## What is in it for experts & support organisations?



Global Network on Sustainable Innovation and Entrepreneurship

**BENEFITS**



**CONTRIBUTIONS**

- Present your innovative approaches and find partners, users, and donors
- Post your credentials for potential partners to find you
- Learn from other professionals

- Provide support on a needs basis
- Provide feedback on queries made through the network
- Provide input into networking events and other initiatives

What kind of experts and support organisations?

- Consultants
- Academia
- Civil society organisations

BISS Global Event (11 June 2012)
Business Innovation for Sustainable Scale-Up

## Key activities for coming year



### • Workstudios

- Multi-stakeholder meetings including key note speeches, visioning sessions, match-making activities
- First workstudio in November 2012



### • Webinars

- Perspectives from business, policy makers, and CSOs



### • Online platform

- Host for Global Network on Sustainable Innovation and Entrepreneurship



Global Network on Sustainable  
Innovation and Entrepreneurship

- We are at start of a new journey
- We welcome your comments and suggestions on the global network
- Membership options coming soon...

[www.facebook.com/bissup](http://www.facebook.com/bissup)  
[www.scaling-up.net](http://www.scaling-up.net) (online soon)  
Email: [biss@scp-centre.org](mailto:biss@scp-centre.org)





Global Network on Sustainable  
Innovation and Entrepreneurship

**Thank you**  
**We look forward to networking with you..!**

[www.facebook.com/bissup](http://www.facebook.com/bissup)  
[www.scaling-up.net](http://www.scaling-up.net) (online soon)  
[biss@scp-centre.org](mailto:biss@scp-centre.org)



**BMZ**  Federal Ministry  
for Economic Cooperation  
and Development

RIO+20 SUMMIT Event 11. June 2012 Business Innovation for Sustainable Scale-Up

## Appendix C: Event Infographics (Enlarged Version)



24/6

# SCALING UP SUSTAINABLE ENTREPRENEURSHIP



MS. SHERYL HGS

SOLUTIONS HAVE TO BE CONNECTED



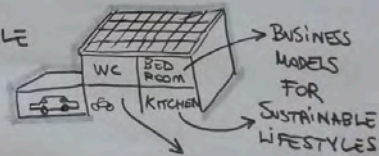
MR. HANG SURGENBERRY  
STATE SECRETARY

"SUSTAINABILITY IS MORE THAN CHARITY IS INVESTMENT"



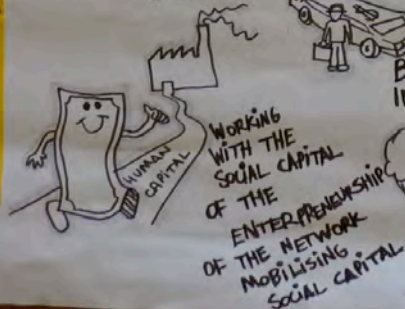
MR. MICHAEL KUHNERT

HOW WOULD IT BE A SUSTAINABLE WEEKEND FOR YOU?



MR. OLIVEIRA

COLLABORATION IS THE KEY ELEMENT TO SCALE UP SOLUTIONS



WORKING WITH THE SOCIAL CAPITAL OF THE ENTERPRENEURSHIP OF THE NETWORK MOBILISING SOCIAL CAPITAL

BRING INVESTORS

GREEN AND INCLUSIVE MARKETS IN LATIN AMERICA

BUILDING TRUST

MEANINGFUL DIALOGUES



**MS. IMA DELENA**

ECONOMY OF SCARCITY (COMPETITION TANGIBLE) → CREATIVE ECONOMY → SUSTAINABLE APPROACH

ECONOMY OF ABUNDANCE → INTANGIBLE / COOPERATION

(4 PILLARS) ECONOMY OF THE FUTURE:

- INTANGIBLE
- NEW TECHS
- NETWORK SOCIETY (COLLABORATIVE MODELS)
- MULTIDIMENSIONAL 4D WEALTH
  - FINANCIAL
  - ENVIRONMENTAL
  - CULTURAL
  - SOCIAL

**MR. ALAN**

ORGANIC FARMING: CONCEPT OF BIO VALLEY

PHASE OUT! → ALKOTROXIS → PROSION

BIO VALLEY NETWORK

**MS. SUE RIDDESTONE**

"SUSTAINABLE LIVING IS MORE THAN JUST SUSTAINABLE BUILDINGS"

TO PRINCIPLES: ☺ ♻️ 🚲 🌳 🤝 🌱 💧 🍴

**MS. LAIS BODANSKI**

BRING CINEMA TO THE PEOPLE

TELA BRASIL

ART CONTRIBUTE TO FORM CITIZENS

BRING INFORMATION IN A CRITICAL WAY (NOT JUST WATCH !!)

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**GROUP DISCUSSION**

SCALING UP SUSTAINABLE ENTREPRENEURSHIP

"KEY TO SCALE UP IS LETTING GO" (OPEN SOURCE!)

COPILEFT

BUY ≠ SHARE

EDUCATE LEADERS

**SUCCESS FACTORS:**

- MAKE IT EASY TO PEOPLE TO BE SUSTAINABLE
- SHARING INFORMATION/KNOWLEDGE
- CO-CREATING
- PROMOTE SUPPORT
- ACCESSIBLE TO THE POOR
- CONNECT TO MASS MEDIA
- EMPOWERING LOCAL INNOVATION